SITI NURMAISARAH BT MOHD SOBRI

Email

sarahsobri97@gmail.com

LinkedIn

https://www.linkedin.com/in/siti-nurmaisarah-sobri/

My Projects

https://sarahsobri97.wixsite.com/my-site

SUMMARY

SAS certified data scientist graduate skilled in statistical and predictive analytics with excellent communication skills. Proficient in predictive modelling, data processing, and data mining algorithms, as well as scripting languages, including Python, R and SQL. I am looking to practice my data science background for an executive data scientist position focusing on machine learning, and data visualization.

EDUCATION

Qualification	Institution	Years	CGPA	Project
Msc Data Science and Business Analytics	Asia Pacific University	2021-2022	3.67	Credit Card Fraud Detection Under Extreme Imbalanced Data
BSc Physics	University of Malaya	2016- 2020	3.59	Structural Studies of Epithelial Mesenchymal Transition Breast Tissue doi.org/10.1038/s41598-020-58932-5
Pusat Asasi Sains Universiti Malaya	University of Malaya	2015-2016	3.82	-

PROFESSIONAL EXPERIENCE

Ikatan Asli Sdn Bhd   **June 2020 - Present**
Media Executive
- Create complex and creative advertising proposals consisting of pricing, locations, daily traffic counts, product images, ads duration, and availability for clients.
- Worked with public relations and creative teams to ensure the execution of marketing and advertising campaigns for clients such as APEC, Ministry of Communications and

Multimedia, Ministry of Tourism, Arts and Culture, Ministry of International Trade and Industry, and Celcom.
- Identified and improved issues with existing marketing materials by creating new proposal templates for effective optimized workflow and creating more effective and organised presentations for clients.
- Managed multiple tasks such as prospecting, setting meetings, pitching product, maintaining contact and concluding paperwork to ensure all deliverables are completed according to specifications and within deadlines set by the company.
- Worked closely with the sales department to prepare quotations for clients and participate in the sales process.

Industrial Training Program at Top Glove Sdn. Bhd.   **July 2019 – September 2019**
Quality Assurance Department
- Review and improvise current testing methods and quality control system for incoming, in-process and finished products.
- Developed addition quality testing method and quality control system for incoming, in-process and finished products to prevent the production of defective glove.
- Conduct market research on QA and QC control system and advance testing equipment in the glove industry, rubber industry and other manufacturing industry.

CO-CURICULLAR ACTIVITIES

ACHIEVEMENTS
- Completed the Analytics, Data Science and Decision Making Summer School 2022 at Essex University, United Kingdom.
- Best Speaker for 3 minutes Flash Talk by National Taiwan University- University Malaya Joint Physics Seminar 2019.
- Best Project at the Alternative Energy and Combustion Summer School 2018 by the School of Engineering, Cardiff University, United Kingdom.

POSITIONS
- Head of Academic and Intellectual in Physics Society University Malaya 2018/2019.
- Director for i-Inspire 1.0 seminar 2018.
- Director of Persatuan Kebajikan Rumah Kalinan Kasih Anak- Anak Yatim Miskin Selangor 2017.
- Committee member of Bureau of Multimedia and Technical PASUM 2015.
- Bureau of Discipline in the Prefectorial Board 2013-2014.

LANGUAGES
- Bahasa Melayu - Full professional proficiency
- English - Full professional proficiency
- Mandarin – Basic speaking skill

CERTIFICATIONS

- SAS - Asia Pacific University of Technology and Innovation Joint Certification in Data Science and Business Analytics (https://www.credly.com/badges/446a8144-5eb0-4cdd-8a7c-a0dc6887c580/linked_in_profile)
- Microsoft SQL for Beginners (https://www.udemy.com/certificate/UC-9d050caa-6c60-45e8-be21-ec05a235d7b1/)

SKILLS

SOFT SKILLS
- Problem- solving
- Report- writing
- Communication and public speaking skills
- Adaptability
- Time management

HARD SKILLS

Deep Learning
- Integrated the use of MobileNetV2 and VGG16 that leverages transfer learning from ImageNet.
- Integrated the use of OpenCV to perform continuous facial recognition from computer webcam.
- Adopted the use of Image Data Generator (IDG) to create new training samples from existing dataset.
- Project: Face Mask Detection Analysis using MobileNetV2 and VGG16 models.

Python
- Integrated the use of python libraries such as Pandas, TensorFlow, Matplotlib, Scikit-learn, Seaborn for data analysis, numerical data, plotting and machine learning tasks.
- Initial data exploration- identify outliers, missing values, distributions and outlier and missing value treatments.
- Carried out Exploratory Data Analysis (EDA) to summarise information such as data types, descriptive statistics, univariate, and bivariate analysis using graphical charts for better data visualization.
- Project: Credit Card Fraud Detection, Face Mask Detection Analysis using MobileNetV2 and VGG16 models.

SQL
- Used basic 'select' statements querying against single and multiple tables.
- Filter data using 'where' clause, sort data using the 'order by' clause, group data using the 'group by' clause and filter groups using 'having' clause.
- Understand the difference between inner join, left/right outer join, and full outer join.
- Project: Predicting Loan Approval Status Using Logistic Regression.

Microsoft Power BI
- Turn datasets into engaging, interactive and insight- enhancing reports, dashboards and visuals used to monitor the course of business strategies.
- Produced interactive graphical models that leads to a storyboard which addressed the objectives of the project.

- Project: IBM Employee Attrition Rate Analysis.